

MUSICIAN, DAVID FAGIN, IS THE FOUNDER OF THE NYC POP GROUP, "THEROSENBERGS". THE BAND HAS BEEN VERY ACTIVE IN THE POLITICS OF THE MUSIC BUSINESS SINCE 1998. DAVID REPRESENTED THE WEBCASTERS AT THE C.A.R.P. HEARINGS ON CAPITOL HILL, LECTURED ON THE MUSIC BIZ AT HARVARD LAW, VANDERBILT, EMORY LAW, UCLA, ETC., AND HAS SPOKEN ON NUMEROUS INDUSTRY PANELS ACROSS THE COUNTRY ON THE SUBJECT OF MEDIA CONSOLIDATION.

DAVID'S MUSIC CAN BE HEARD ON B'WAY, THE HOWARD STERN SHOW, JOAN OF ARCADIA, AMERICAN AIRLINES, DAWSON'S CREEK, PARTY OF FIVE, TIME OF YOUR LIFE, ED, THE YOUNG AND THE RESTLESS, THE REAL WORLD, UNDERGRADS, QUEER EYE FOR THE STRAIGHT GUY, ESPN, FOX, NFL, ETC.

DESPITE RADIO'S CONSTRICTED PLAYLIST, THE ROSENBERGS SONGS CAN ALSO BE HEARD IN RETAIL STORES LIKE 'AMERICAN EAGLE OUTFITTERS, THE LIMITED, THE GAP, ETC.'

THE ROSENBERGS HAVE 3 TRACKS OFF THEIR NEW RELEASE, "DEPARTMENT STORE GIRL" ON THE UPCOMING VIDEO GAME, "PLAYBOY; THE MANSION" FOR XBOX, PLAYSTATION, PC; DUE OUT IN JANUARY. THE LADS ARE ALSO CHARACTERS IN THE GAME, AND WILL BE PERFORMING AT THE PLAYBOY MANSION TO KICK OFF THE GAME'S RELEASE IN EARLY 2005.

DAVID HAS APPEARED ON NUMEROUS TELEVISION AND RADIO SHOWS DISCUSSING MEDIA CONSOLIDATION SUCH AS, HOWARD STERN, DENNIS MILLER LIVE, JANEANNE GAROFALO, EXTRA, OXYGEN NETWORK, AND THIS PAST SUMMER THE ROSENBERGS WERE THE HOUSE BAND ON "LAST CALL WITH CARSON DALY" ON NBC.

DAVID'S WRITING HAS APPEARED IN BILLBOARD, USA TODAY, HOLLYWOOD REPORTER AND THE NY TIMES.

David will be in LA on Nov. 16 at the Billboard Music Conference, speaking about how licensing music to film/tv is very important for artists these days due to Clear Channel's legalized monopoly of the airwaves. THE BAND HAS PLAYED WITH NO DOUBT, THE STROKES, DURAN DURAN, ECHO AND THE BUNNYMEN, SUPERGRASS, ETC.

IN HIS SPARE TIME, DAVID WORKS FOR THE MUPPETS ON SESAME STREET.

I've released three albums, toured everywhere, and managed to survive without my music on the radio by placing songs on television shows. My band was in a position to do alot of interesting things with our new release last May, but we found out pretty fast that radio was gonna be a "DEAD END STREET". We've been performing for more than ten years in the New York area, have built a decent following, and yet, had we just had radio play for 30 days at any point, we would've accomplished in four weeks what it took ten years for us to build with regards to our following. That makes me nauseaus.

I live in New York City. The most diverse musical community on the planet. Virtually any time you like, you can go out and find rap, rock, reggae, blues, punk, jazz, indie pop, hard rock, cover bands, etc. Yet, if you put on the radio, all you'll hear are the same ten artists over and over and over again.

Granted, there are plenty of lousy acts around, but I guarantee you there's more than ten worthy of getting airplay in their hometown.

I had an experience with WXRK, NYC's largest rock station, back in '96. We were shocked when we heard they were actually conducting a 'Best Unsigned

Band' search. Some indie stations around the country had been known to give its local bands some exposure, but that usually occurred in places like Rochester or Buffalo, NEVER New York City.

We sent our tape in and won. They brought us up for a late night interview one Sunday and promised that they would start spinning our song during the day beginning the next week...we never got those spins. Due to the fact that the new program director tried to give local acts some exposure, he was summarily fired and replaced within two days of the contest.

Q104 in NYC has recently started a 'late night' local show for an hour but it also airs on Sunday night when everyone's asleep. What good does it do an artist if his music is played when the bread delivery trucks are doing their thing?

When we were on tour with Echo and The Bunnymen from the UK, we visited WLIR, the only chance to hear something different in the NY area, as it was privately owned by a Long Island company. The Pay to Play format was still rampant. I asked the program director, "Gary C.", if he would help us promote the show by spinning our record - as he commented how much he liked it- his response was, "What's in it for me? Are you guys gonna do an ad buy?"

That pretty much says it all for every station in this country operating on behalf of a conglomerate and with more than 30,000 watts behind it.

I personally feel the FCC should come up with some sort of 'leveling tool' to provide local artists IN ANY MARKET, New York included, with some exposure. Canada requires its stations to spin Canadian acts which is why many, many more Canadian acts thrive in their home areas and we should have some equivalent of "Local Talent" exposure on a nightly basis. Maybe an hour a day around ten pm. Maybe all day Sundays. SOMETHING besides the same ten acts everywhere you go in the entire country.

If nothing is going to be done to break up Clear Channel, now that they own the venues, the promoting companies, the radio stations, the billboards, and the magazines, the FCC should at least provide some mandate forcing them to spin local music.

Yes, I believe the FCC should adopt a definition of "local programming". However, whatever it is, I'm sure the big boys will figure out a way around it.

I think overall you'll find if we loosen the ridiculous restrictions on what the local stations play, you will see a very positive response for all involved;

Artists gain exposure and a much larger following.

Clubs draw more people on a regular basis thereby selling more booze and tickets.

Fans buy more CD's from stores that are on the verge of bankruptcy.

Record labels witness more bands succeeding and have more options on who and what to sign to deals - plus these acts would already have larger followings due to their radio play, thereby making it easier for the record label to

sell product.

The radio stations would sell more advertising time, and in the end, isn't that what it's all about?

It's really not that difficult when ya think about it. All ya have ta do to is allocate some time for local musicians.

no. They need to spin local artists. Period. Afterall, the primary purpose of radio is music. At least it used to be.

We were told, point blank, that 20 grand would get us "this". 40 grand "this", 80 grand, etc...we were also told that artist give points on their records to promoters like McClusky and McGathy in exchange for 'more enthusiastic' effort in promoting their product. We've placed thousands of dollars into slush funds for 'bonuses' if radio spins were achieved.

Ellito Spitzer, the first to go after Clear Channel by way of the record labels, interviewed me in confidence over the last few months. Although I have no hard evidence, I provided testimony as to what I saw and experienced.

Artists playing for free for radio is payola, no exceptions.

The only way to stop the rampant practices going on now is to force a station to spin more acts on a daily basis and to limit the number of spins an act gets. Why in the world do we need to hear Matchbox 20 seven times in one day? Why not limit it to two spins per artist per day? The station would decide whether to play it once in the morning and once at night, or twice in the afternoon, etc. This would free up some airtime for other artists.

Bring back human beings.

Right now, everyone's blaming file sharing for the decline of record and concert ticket sales. If we take a step back, we can see companies like Clear Channel turning our nations airwaves into "Generic Strip Malls of Sound." If you walk out your door these days in 'Anytown, USA', you will see a "Staples, a Best Buy, a Target, and a Home Depot". Consequently, If you turn on your radio anywhere in the U.S., you will hear the musical equivalent of a "Staples, a Best Buy, a Target, and a Home Depot." Is that the variety we want to offer our country's listeners? Not all people are sheep. They can think for themselves and shoving the same ten acts down their throats 24/7, from Reno to Rochester, is appalling.

I think low power radio is virtually useless at this point as it will take years for it to catch on. We need immediate change immediately and on a national level. Not town to town.

Thank you for taking the time to listen to all of us out here vent our frustration with local and national radio. Now please go out there and do your job and repeal the telecommunications act, break up Clear Channel and it's legalized anti-trust monopoly, and give us back our opportunity to make a choice.

